

NOVA BRIEFING

PERSON IN CONTACT.

ETD.

NEW PRODUCT / RANGE BRIEF EXPLANATION.

END USER.

PRODUCT PLACEMENT (INSIDE CUSTOMER'S CATALOG IF ANY).

CERTIFICATION GOALS.

SPECIAL REQUEST FEATURES.

UPPER.

SOLE.

COMPETITORS.

EXPECTED PAIRS PER YEAR.

EXPECTED PURCHASING PRICE.

EXPECTED SELLING PRICE.

SELLING MARKET (WHICH COUNTRIES).

AESTHETICS (PICTURES OF DIFFERENT FOOTWEAR YOU MAY LIKE).